

CLAIM AMENDMENTS

Please cancel claims 2-38.

Please add new claims 39-58.

39. (New) A method of coupon distribution comprising the steps of:

a) transmitting broadcast programming, the broadcast programming containing commercial programming; the programming being selectively a television program;

b) permitting receiving of a transmitted Internet address, wherein the Internet address specifies a web site containing an on-line coupon corresponding to the commercial programming;

c) permitting retrieval of the web site containing the on-line coupon; and

d) permitting display of the on-line coupon corresponding with the commercial programming.

40. (New) A method as claimed in claim 39 wherein the internet address is directly transmitted separately from the broadcast.

41. (New) A method as claimed in claim 39 wherein the coupon is displayed in relative synchronicity with the programming.

42. (New) The method of claim 39 further comprising the step of printing the on-line coupon for use by the customer.

43. (New) A method of advertising comprising the steps of:

a) transmitting broadcast programming, the broadcast programming containing commercial programming, the program being selectively a television program;

b) permitting receipt of a transmitted Internet address, wherein the Internet address specifies a web site corresponding to the commercial programming;

c) permitting retrieval of the website; and

d) permitting display of the web site containing advertising corresponding with the commercial programming.

44. (New) A method as claimed in claim 43 wherein the internet address is directly transmitted separately from the broadcast.

45. (New) A method as claimed in claim 43 wherein the website is displayed in relative synchronicity with the programming.

46. (New) The method of claim 43 wherein the web site corresponding to the commercial programming offers information about a product advertised in the commercial programming to the consumer.

47. (New) A method of directing Internet traffic comprising the steps of:

a) transmitting broadcast programming, the programming selectively being a television broadcast;

b) permitting receipt of a transmitted Internet address, wherein the Internet address specifies a web site corresponding to the programming;

c) permitting retrieval of the website; and

d) permitting display of the web site corresponding with the programming, whereby the web site forces a user to log onto a specific server or redirect the Internet connection of the user.

48. (New) A method as claimed in claim 47 wherein the internet address is directly transmitted separately from the broadcast.

49. (New) A method as claimed in claim 47 wherein the website is displayed in relative synchronicity with the programming.

50. (New) A method of supplementing radio broadcasts with Internet content comprising the steps of:

a) transmitting broadcast radio programming;

b) permitting receipt of a transmitted Internet address, wherein the Internet address specifies a web site containing Internet content corresponding to the radio programming;

c) permitting retrieval of the Internet content corresponding to the radio programming; and

d) permitting display of the Internet content corresponding with the radio programming.

51. (New) A method as claimed in claim 50 wherein the internet address is directly transmitted separately from the broadcast.

52. (New) A method as claimed in claim 50 wherein the website is displayed in relative synchronicity with the programming.

53. (New) The method of claim 50 wherein the Internet content comprises graphics.

54. (New) The method of claim 50 wherein the Internet content comprises a video clip.

55. (New) A method of adding video and pictures to radio broadcasts, comprising the steps of:

a) transmitting broadcast radio programming;

b) permitting receipt of a transmitted Internet address, wherein the Internet address specifies Internet content corresponding to the radio programming;

c) permitting retrieval of the Internet content corresponding to the radio programming; and

d) permitting display of the Internet content corresponding with the radio programming.

56. (New) A method as claimed in claim 55 wherein the internet address is directly transmitted separately from the broadcast.

57. (New) A method as claimed in claim 55 wherein the website is displayed in relative synchronicity with the programming.

58. (New) A method of allowing a home audience to play along with a television game show, the method comprising the steps of:

a) transmitting broadcast programming consisting of a game show; the programming being selectively a television program and the game show being selectively televised

b) permitting receipt of a transmitted Internet address, wherein the Internet address specifies a web site having an on-line game corresponding to the game show;

c) permitting retrieval of the web site corresponding to the game show; and

d) permitting display of the on-line game corresponding with the game show so as to simulate the user playing along with the game show.